

Message Text

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SUBJECT: COMMERCIAL PRESENCE FAIRS (CPF) RECOMMENDATIONS, FY '77

1. EMBASSY RECOMMENDS PARTICIPATION IN EXPO-MEDICAL '76 WHICH WILL BE HELD SEPT 1510, 1976, WIDE RANGE OF PRODUCT CATEGORIES WILL BE SHOWN. BOTH MEDICAL AND LABORATORY EQUIPMENT COULD BE PROMOTED IN U.S. COMMERCIAL PRESENCE FAIR ACKNOWLEDGING IMPORTANCE OF THIS EVENT.

2. EXPO-MEDICAL '76 IS THE SECOND MEDICAL EXHIBITION TO BE HELD IN ISRAEL. THE FIRST, EXPO-MEDICAL '72, SAW 536 FIRMS FROM 13 FOREIGN COUNTRIES. FAIR AUTHORITIES REPORT THAT THE BRITISH HAVE ALREADY RESERVED SPACE FOR NEXT YEAR'S EXPO-MEDICAL. WHEN WE INFORMALLY CANVASSED AGENTS OF AMERICAN FIRMS WITH REGARD PARTICIPATION IN US PAVILION, THEIR RESPONSES ENCOURAGING. SHOW COULD BE MOUNTED WITH ABOUT 20 EXHIBITORS.

3. MARKETING INFORMATION:

A) ALTHOUGH IMPORT MARKETS FOR HEALTH EQUIPMENT AND LABORATORY INSTRUMENTATION SMALL IN ABSOLUTE TERMS, APPROX \$18 MILLION AND \$11 MILLION RESPECTIVELY, THEY HAVE EXPANDED STEADILY. U.S. HAS GARNERED ABOUT 40-45 PERCENT OF SALES IN PAST, ALTHOUGH EUROPEANS' MARKET SHARES HAVE GROWN AT FASTER PACE RECENTLY.

B) PRESENTLY NEW HOSPITALS ARE UNDER CONSTRUCTION AND EXISTING FACILITIES BEING RENOVATED. MINISTRY OF HEALTH AND PUBLIC HEALTH ORGANIZATIONS ARE PLANNING FOR FUTURE EXPANSION; PROGRAMMING CALLS FOR 2300 NEW BEDS FOR GENERAL HOSPITALS AND 320 FOR PSYCHIATRIC

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WARDS. THESE PLANS ARE RESULT OF POPULATION INCREASE AND EFFORT

TO RAISE STANDARD OF MEDICAL SERVICES IN ISRAEL. VAST MAJORITY
OF ISRAELIS BELONG TO STATE-APPROVED SICK FUNDS WHICH PROVIDE
COMPREHENSIVEMEDICAL CARE, INCLUDING FREE HOSPITALIZATION.

4. FAIR AUTHORITY LITERATURE WITH STATISTICS AIRPOUCHED TODAY.
ROUGH COSTS ESTIMATED AT \$50,000.
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